



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, July 13, 2023 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of April 13, 2023
2. Finance/Occupancy Report
3. Science Center Update
4. Dowd Center Theatre Update
5. Air Show Update
6. Other

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

APRIL 13, 2023 – 8:30 A.M.

MINUTES

Present: Vice Chairwoman Pat Kahle, Gina Day, Joyce Rentschler, Ron Hinson, and MaryAnn Rasberry

Absent: Lorayn DeLuca, Arpan Bhakta, and Chairman Marion Holloway

Staff Present: Communications and Tourism Officer Pete Hovanec, Communications Specialist Bradley Lucore, Finance Director Lisa Strickland, Accounting Manager Ashley Ivey, Communications and Tourism Assistant Alison Nichols, Assistant City Attorney Ashley Duncan Britt and Dowd Center Theatre Supervisor James Vesce

Staff Absent: Downtown Director Matt Black and Monroe Science Center Supervisor Lauren Fike

Visitors: Sheila Crunkleton and Lisa Peebles

Vice Chairwoman Kahle called the Monroe Tourism Development Authority Regular Meeting of April 13, 2023 to order at 8:32 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of March 9, 2023 and Amended Minutes of Monroe Tourism Development Authority Regular Meeting of February 9, 2023 Vice Chairwoman Kahle pointed out that the Minutes of the February 9, 2023 meeting previously approved at the March meeting had been amended to reflect the specific vote results of support for the plan for the dog park rather than simply stating that the Board had voted unanimously.

Ms. Rasberry made a motion to approve the Minutes of Monroe Tourism Development Authority Regular Meeting of March 9, 2023 and Amended Minutes of Monroe Tourism Development Authority Regular Meeting of February 9, 2023. Ms. Day seconded the motion, which passed unanimously with the following votes:

AYES: Hinson, Rasberry, Day, Kahle, and Rentschler

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that the month of February saw collections of \$64,640 and that collections are up about 18% compared to last year. January collections were about \$58,000. The unreserved balance of the capital project fund is \$831,127, which is over and above anything currently committed. The occupancy tax special revenue fund pays for the debt service on the Science Center. Next month, staff will add month-to-month reporting for the Science Center.

Item No. 3 Fiscal Year 2023-2024 Budget

A.Public Hearing Mr. Hovanec stated that nothing has changed on recommended budget amounts since last month's presentation. There are discussions about getting rid of the Tinker Belle, but staff will keep budget items for her in case it takes longer than expected.

Vice Chairwoman Kahle opened the duly advertised public hearing.

There being no speakers, Vice Chairwoman Kahle closed the public hearing.

B.Action – Resolution and Budget Ordinance to Adopt FY 2023-2024 Budget Ms. Day moved to adopt Resolution R-2023-01:

**MONROE TOURISM DEVELOPMENT AUTHORITY
RESOLUTION TO ADOPT AN ANNUAL
BALANCED BUDGET FOR FISCAL YEAR 2023-2024**

R-2023-01

WHEREAS, the Monroe Tourism Development Authority is required by the North Carolina Local Government Budget and Fiscal Control Act to adopt an annual balanced budget; and

WHEREAS, a balanced budget has been prepared for the Monroe Tourism Development Authority for fiscal year 2023-2024 under the provisions set forth in the above referenced legislation.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Monroe Tourism Development authority adopts the following budget ordinance:

**BUDGET ORDINANCE
BO-2023-01**

BE IT ORDAINED by the Board of Directors of the Monroe Tourism Development Authority:

Section 1A The following amounts are hereby appropriated in the General Operating Fund for the operation of the Authority and its activities for the fiscal year beginning July 1, 2023, ending June 30, 2024:

Physical and Economic Development	\$ 1,075,799
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Section 1B It is estimated that the following revenues will be available in the General Operating Fund for the fiscal year beginning July 1, 2023, and ending June 30, 2024:

Restrictive Intergovernmental	\$ 641,170
Sales and Services	425,000
Investment Earnings	4,629
Miscellaneous	5,000
Other Financing Sources	<u>0</u>

\$ 1,075,799

Section 2 A copy of this Budget Ordinance shall be furnished to the Director of Finance of the Authority to be kept on file for direction in the disbursement of funds.

Adopted this 13th day of April, 2023.

Ms. Raspberry seconded the motion, which passed unanimously with the following votes:

AYES: Raspberry, Day, Kahle, Hinson, and Rentschler

NAYS: None

Mr. Hovanec noted that Mr. Bhakta, who was not present at this meeting, had asked for a couple clarifications regarding the budget via email, which staff responded to.

Mr. Hovanec said that staff believes it is time to find a better home for the C-46 Tinker Belle. Staff is in the process of negotiating with an organization that will preserve the historical significance of the aircraft. The Airport Commission has discussed the Tinker Belle; while they don't have any say in what happens to her, they do not want her at the airport. Tinker Belle could cost \$98,000 in upkeep this year, and the TDA could do other things with that money. There would also be additional money to be made from her sale, and that would come directly to the TDA and not the City's general fund. The Tinker Belle was originally purchased for \$110,000 about ten years ago. There has been some depreciation. The cost of operating big planes has gone up considerably, so the buyer pool has shrunk somewhat.

Ms. Raspberry asked if Tinker Belle would come back for the air show each year were she to be sold.

Mr. Hovanec answered that he is negotiating for her to appear for free at the air show for the next five years.

Ms. Kahle asked if Warriors & Warbirds were aware of the potential sale.

Mr. Hovanec responded that they do not know specifically about the current negotiations, but it has been discussed in the past and should not be a complete surprise to that organization. They would have to move out of the hangar at the airport, and the airport could then use that space to attract industry.

While the board does not need to take formal action, Ms. Strickland recommended a vote of support for the sale of Tinker Belle from the TDA to pass along to City Council.

Mr. Hovanec said that any organization that wants to purchase Tinker Belle will have to agree to certain conditions regarding the historical preservation and educational purposes of the aircraft. The organization in question is having a board meeting to discuss Tinker Belle next week. They have staff mechanics and great resources to maintain Tinker Belle as she should be.

Mr. Hinson noted that from a Tourism standpoint, Tinker Belle needs to be looked at as a liability or an asset, and she is beginning to look like a liability.

Ms. Rasberry made a motion in support of pursuing the sale of the C-46 Tinker Belle to a qualified organization. Ms. Rentschler seconded the motion, which passed unanimously with the following votes:

AYES: Rasberry, Day, Kahle, Hinson, and Rentschler

NAYS: None

The Board discussed the recent parking lot issues which caused the Science Center to be closed for four days. All issues have been addressed and fixed, and the Science Center is back up and running. City workers did a great job.

Mr. Hovanec stated that things at the theater are going well and that there is an Art Walk and Cruise-In coming up soon. Staff recently met with Ron and Caroline Brown and Chad Griffin, members of the Get Centered Campaign Committee, to update them on theater processes.

Mr. Vesce updated the group about upcoming events at the theater.

Mr. Hovanec noted that the Alleyway project is moving ahead and should be completed in June.

Ms. Rentschler made a motion to adjourn. Mr. Hinson seconded the motion, which passed unanimously with the following votes:

AYES: Rasberry, Day, Kahle, Hinson, and Rentschler

NAYS: None

The meeting adjourned at 9:07 a.m.

ATTEST:

Marion Holloway, Chairman

Alison H. Nichols

MTDA/4-13-23

**CITY OF MONROE, NORTH CAROLINA
HOTEL OCCUPANCY TAX COLLECTIONS HISTORY**

Month	Collections										Total from Inception
	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023	
July	\$28,654.11	\$43,035.55	\$50,935.50	\$57,757.87	\$49,237.75	\$52,555.67	\$50,502.69	\$36,361.82	\$58,632.48	\$77,203.59	
August	30,116.04	36,977.80	48,845.23	56,430.47	53,328.43	53,326.15	56,119.30	33,717.52	\$57,897.52	\$72,112.89	
September	26,188.56	36,170.00	43,971.63	52,501.28	49,280.40	57,322.54	54,601.79	36,333.99	\$57,646.95	\$67,860.45	
October	32,977.87	39,730.02	50,450.31	62,852.14	54,883.77	61,478.56	58,576.63	47,918.88	\$60,324.82	\$72,465.20	
November	28,593.65	36,201.55	44,935.28	53,718.49	52,159.03	52,344.58	44,677.93	33,689.77	\$62,776.88	\$69,846.82	
December	24,367.81	29,698.95	37,857.15	42,905.99	43,020.41	41,248.49	35,855.88	30,608.58	\$55,627.44	\$58,041.30	
January	28,568.49	33,174.57	47,446.36	49,314.76	44,917.89	45,790.70	37,998.34	34,555.26	\$47,425.62	\$57,371.07	
February	31,618.26	43,506.47	49,690.07	50,786.19	49,090.46	50,174.09	41,074.64	35,790.58	\$55,074.93	\$64,640.72	
March	35,351.64	45,588.42	54,238.06	58,370.59	58,151.91	55,628.08	44,213.52	49,982.86	\$68,473.24	\$78,446.59	
April	33,561.95	44,006.59	56,185.32	54,463.65	55,541.22	52,298.83	24,603.84	54,315.36	\$72,023.49	\$69,155.17	
May	33,436.34	46,174.97	55,415.35	59,183.07	56,465.45	58,606.08	30,748.09	57,003.16	\$72,299.75	\$76,655.92	
June	37,334.32	46,835.97	56,036.83	53,968.10	56,273.88	54,481.57	36,285.75	57,435.41	\$72,729.08	\$0.00	
Penalties/Interest	2.00	130.10	40.29								
Total Collections	\$370,771.04	\$481,230.96	\$596,047.38	\$652,252.60	\$622,350.60	\$635,255.34	\$515,258.40	\$507,713.19	\$740,932.20	\$763,799.72	
Distribution of Collections											
Administrative Fee	\$11,123.13	\$14,436.93	\$17,881.42	\$16,522.53	\$16,415.73	\$16,352.55	\$15,152.58	\$15,077.13	\$17,409.32	\$21,506.61	\$437,317.68
Operating (2/3)	\$119,882.64	\$273,630.07	\$385,443.97	\$423,820.05	\$403,956.58	\$412,601.86	\$333,403.88	\$328,424.04	\$482,348.59	\$494,862.08	\$4,609,535.09
Capital (1/3)	\$239,765.27	\$193,163.96	\$192,721.99	\$211,910.02	\$201,978.29	\$206,300.93	\$166,701.94	\$164,212.02	\$241,174.29	\$247,431.04	\$3,967,682.50
	\$370,771.04	\$481,230.96	\$596,047.38	\$652,252.60	\$622,350.60	\$635,255.34	\$515,258.40	\$507,713.19	\$740,932.20	\$763,799.72	\$9,014,535.27

Operating Fund Activity:

Fiscal Year	Total Revenue*	Operating Expense	Capital Fund Transfer Out	Increase/(Decrease in Net Assets	Fund Balance
2004	172,430	249	114,830	57,351	57,351
2005	245,420	49,354	163,613	32,453	89,804
2006	268,539	70,628	176,514	21,397	111,201
2007	292,730	69,590	191,873	31,267	142,468
2008	319,940	79,519	210,593	29,828	172,296
2009	327,232	85,108	217,376	24,748	197,044
2010	286,292	105,147	190,079	(8,934)	188,110
2011	306,323	141,300	199,809	(34,786)	153,324
2012	338,380	218,328	214,473	(94,421)	58,903
2013	366,349	157,025	223,162	(13,839)	45,064
2014	389,562	132,144	239,765	17,653	62,717
2015	505,323	229,769	193,164	82,390	145,107
2016	603,262	324,214	192,722	86,326	231,433
2017	677,786	243,750	211,910	222,126	453,559
2018	634,804	270,913	201,978	161,913	615,472
2019	643,745	257,345	206,301	180,099	795,571
2020	599,412	270,236	166,702	162,473	958,044
2021	501,615	385,603	164,212	(48,200)	909,844
2022	732,524	459,705	241,174	31,645	941,489

Fund Balance as of June 30, 2022

\$941,489

* Includes total occupancy tax collection less administrative fee plus interest earnings and revenue for The Tinker Belle.

Capital Fund Activity:

Revenue	\$3,967,682.50
Proceeds from 2018B Limited Obligation Bonds - Science Center	\$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds	\$84,497.15
Investment Earnings	110,382.55
Donations/Sponsorships	440,233.25
Grants	100,000.00
Expenses:	
Professional Fees for Civic Center	86,838
Monroe Park Master Plan and Site Assessment	23,058
Air Museum Advance Planning	19,240
Purchase "The Tinker Belle"	150,000
Capital Improvement to interior of "The Tinker Belle"	18,500
Storage Building	8,175
Tourism Study	7,500
Snow Machine	6,129
Tinker Belle Navigational Equipment	1,480
Center Theater Property	248,273
Tinker Belle Engine Purchase	80,046
Tinker Belle Tail Wheel	5,151
Purchase of Property Adjacent to Center Theater	260,497
Purchase of 318 E. Franklin Street Property	449,875
Capital Improvements to Science Center Building	3,866,342
Architectural/Engineering Services/Exhibits Consulting - Science Center	669,225
Fund Raising Services - Science Center	100,439
Capitalized Equipment/Exhibits - Science Center	522,328
Center Theater Expansion - Consulting Services	62,000
Branding Initiative/Website Design	33,830
2018B Limited Obligation Bonds - Issuance Costs - Science Center	84,256
2018B Limited Obligation Bonds - Debt Service & Annual Admin Fees	583,082
ERP Project	3,220
NC DNCR Grant Capital Equipment Expenses	99,346
Cash Balance of the Capital Project Fund as of June 27, 2023	<u>\$965,900.72</u>

Portion of Cash Balance Currently Committed in Projects:

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	7,506.18
Center Theatre Expansion	-
Science Center Exhibits	<u>54,551.86</u>
	\$ <u>62,058.04</u>

Unreserved Cash Balance of the Capital Project Fund \$903,842.68

(\$0.00)

Occupancy Tax Special Revenue Fund Operating Activity FY 2023

		<u>Budget</u>	<u>FYTD Actual</u>
Revenue:	Occupancy Tax	199,497	\$ 223,424
	Investment Earnings	829	4,599
	Total	200,326	228,023
Expenses:	Debt Service - Principal & Interest	257,463	257,347
	Debt Service - Bond Admin Fees	880	1,056
	Total	258,343	258,403
Net Income (Loss)		(58,017)	(30,379)

The Tinker Belle Operating Activity FY 2023

		<u>Budget</u>	<u>FYTD Actual</u>
Revenue:	Show Appearance Fees	20,000	\$ -
	Walk-Through/Merchandise Sales	10,000	5,135
	Total	30,000	5,135
Expenses:	Repair & Maintenance - Equipment	27,005	23,246
	Hangar Lease/Rental	19,212	19,371
	Travel	6,500	182
	Fuel	20,000	2,080
	Insurance	12,460	10,502
	Contracted Services - Warriors & Warbirds	10,000	10,000
	Merchandise for Resale	3,000	-
	Marketing & Promotions	17,275	1,677
	Printing	2,500	-
	Total	117,952	67,058
Net Income (Loss)		(87,952)	(61,922)

Monroe Science Center Operating Activity FY 2023

		<u>Budget</u>	<u>FYTD Actual</u>
Revenue:	Admission Fees	550,000	\$ 76,561
	Gift Shop Sales	-	\$ 14,197
	Birthday Party Packages	28,000	\$ -
	Misc Annual Membership	12,050	\$ -
	Rent Science Center Facility	12,000	160
	Total	602,050	90,918
Expenses:	Salaries & Benefits	467,750	233,880
	Bank Service Charges	2,500	2,867
	Technical Contracted Services	8,500	3,525
	Repairs & Maintenance - Buildings & Equipment	9,716	4,345
	Software License & Support	20,532	33,709
	Repairs & Maintenance - Copiers	100	86
	Property Damage/Wellness & Clinic Cost	3,161	3,158
	Marketing & Promotions/Printing	14,970	11,904
	General Supplies	3,000	5,095
	Small Equipment	500	226
	PC's Peripherals	6,230	6,696
	Utilities & Telecommunications	43,619	22,111
	Items for Resale - Giftshop	20,433	18,728
	Subscriptions & Publications	0	336
	Other Operating Expense & Cost Allocations	1,422	1,732
	Total	602,433	348,398
Net Income (Loss)		(383)	(257,480)



STAFF REPORT

TO: Tourism Development Authority

VIA: Mark Watson, City Manager

DATE: July 13, 2023

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Science Center Update

SUMMARY STATEMENT

The TDA will be presented an update on science center attendance numbers and future plans.

REVIEW

The science center has been open for six months. We were seeing good numbers until the parking lot went under renovation in March. In June, we tested different promotions and educational programs to drive guests into the center. We also have participated in multiple community events to market the science center. We have also launched our birthday party program.

In July and through September, we plan to offer late nights, teacher nights and some homeschool days. We hope the parking lot is completed in August so that we can book school field trips in the fall, possibly opening on Tuesdays just for groups so that we can accommodate larger groups (up to 125 students)

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority
VIA: Mark Watson, City Manager
DATE: July 13, 2023
FROM: Pete Hovanec, Communications and Tourism Director
SUBJECT: Dowd Center Theatre Update

SUMMARY STATEMENT

The TDA will be presented an update on events for the Dowd Center Theatre.

REVIEW

July & August Movie Calendar: E.T. the Extra Terrestrial; Top Gun; Mamma Mia; Dirty Dancing; Star Wars (the original); Viva Las Vegas

Upcoming Bookings: The Foreigner Experience July 29; The Fleetwood Mac Experience Aug. 4; Lee Greenwood August 26; Union Symphony Sept. 16; Spin Doctors Sept. 29; AJ Lee & Blue Summit Sept. 30; Ruben Studdard Oct. 7

There are also over a dozen rental engagements and special events on the calendar through November.

RECOMMENDATION

No action is needed at this time.



STAFF REPORT

TO: Tourism Development Authority

VIA: Mark Watson, City Manager

DATE: July 13, 2023

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Air Show Update

SUMMARY STATEMENT

The TDA will be presented an update on Warbirds Over Monroe Air Show plans.

REVIEW

The annual Warbirds Over Monroe Air Show is scheduled to take place on November 11-12 at the Charlotte- Monroe Executive Airport. The air show serves as the largest event in Union County, drawing upwards of 50,000 people over the duration of the event, and the Monroe Tourism Development Authority is its largest sponsor. There will be more than 40 aircraft contracted to attend and perform as well as an expanded re-enactor area, kids' area and several static aircraft displays. Tora! Tora! Tora!, a division of the Commemorative Air Force which re-enacts Pearl Harbor, will be returning to the air show this year as the featured act. Staff is contracting with television, radio, newspapers, billboards and social media to advertise the event.

RECOMMENDATION

No action is needed at this time.

Attachment(s):